Part A: Cashback to Asia Miles at HKD1 = 8 miles (All Users)

1. The promotion period runs from 9 November 2026, 00:00 to 4 January 2027, 23:59 (the "Promotion Period").
2. During the Promotion Period, ShopBack Hong Kong users may convert the "Withdrawable Cashback" in their ShopBack account into Asia Miles via the "Redeem Money/ Redeem Cashback" page in the ShopBack Website or mobile app. Each single conversion request of HKD1,000 or above is eligible for a promotional rate of 8 Asia Miles per HKD1 of Cashback.
3. Quota is limited and offered on a first-come, first-served basis while stocks last. Once the quota is reached, this offer will end early without further notice.
4. Each user may enjoy the promotional rate (HKD1 = 8 miles) once only during the Promotion Period, applicable to the user's first eligible single conversion request.
5. The promotional rate consists of:
    - (a) Standard rate: 7 Asia Miles per HKD1 of Cashback, processed under the standard conversion procedure and expected to be credited to the user's Cathay membership account within 14 working days; and
    - (b) Bonus Miles: 1 additional Asia Mile per HKD1 of Cashback (the "Bonus Miles"), the Additional Miles are expected to be credited to the user's Cathay membership account within 2 months after the promotion ends.
6. Due to system display limitations, ShopBack will show the standard rate (HKD1 = 7 miles) for all conversions during the Promotion Period. Bonus Miles will be credited to the Cathay membership account provided in the relevant conversion request within two months after the end of the Promotion Period, on or before 4 March 2027.
7. A single conversion request below HKD1,000 will be converted at the standard rate of 7 Asia Miles per HKD1 and is not eligible for Bonus Miles. Amounts from multiple conversion requests cannot be combined to meet the threshold.
8. Bonus Miles are calculated on the amount of the eligible conversion request. Fractions of a mile will not be awarded.
9. Conversion requests must be successfully submitted within the Promotion Period. If a conversion fails due to incorrect user information or any other reason, the amount will be returned to the user's Withdrawable Cashback; that request will not be eligible for Bonus Miles and will not count as the user's one-time use of the promotional rate. The user must resubmit with correct information within the Promotion Period to qualify.
10. All conversion requests are also subject to ShopBack's general Terms & Conditions for converting Cashback to Asia Miles, including the requirement to provide personal details that exactly match the user's Cathay membership account, and that a submitted request is final and irrevocable.

Part B: ShopBack New Customer Exclusive Offer

1. The promotion period runs from 9 November 2026, 00:00 to 4 January 2027, 23:59 (the "Promotion Period").
2. This offer is only applicable to new ShopBack customers who sign up with the referral code AMYE2026 and join the designated challenge(s) on ‘Quest’ page during the Promotion Period. A new customer is defined as a user who has never completed a purchase through ShopBack.
3. The offer has two reward tiers:
    - Challenge 1 (all purchases): Accumulate HKD100 or above in eligible spend at any partner merchants through ShopBack during the Promotion Period to receive 800 bonus Asia Miles.

    - Challenge 2 (travel purchases): Accumulate HKD500 or above in eligible spend at any travel merchants through ShopBack during the Promotion Period to receive an additional 400 bonus Asia Miles.
4. Challenge 1 and Challenge 2 rewards can be stacked. Users must join both Challenge 1 and Challenge 2 for eligible spend at travel merchants to count towards the accumulated spend of both challenges. Accumulate/d travel spend of HKD500 or above meets the requirements of both Challenge 1 and Challenge 2 and earns a total of 1,200 bonus Asia Miles.
5. Each new customer may receive each tier's reward once only, up to a maximum of 1,200 bonus Asia Miles under this offer.
6. Travel merchants refer to all partner merchants under the "Travel" category on the ShopBack platform.
7. Users must link their Cathay membership account on the ShopBack withdrawal page on or before 4 January 2027, 23:59 to be eligible for the reward. Click here to link your Cathay membership account.
8. Please make sure the ShopBack mobile app is updated to the latest version to access the linking page.
9. Eligibility is determined by the time the Cashback is successfully tracked (not the order time). Only orders with Cashback successfully tracked within the Promotion Period count towards accumulated spend. The challenge progress bar will update once the Cashback from an order is successfully tracked.
10. Upon verification of eligibility, Asia Miles will be credited to the user's Cathay membership account within two months after the end of the Promotion Period, on or before 4 March 2027.
11. This offer only applies to orders made on ShopBack partner online shopping platforms.
12. Each user may only use one account, and each account may receive each tier's reward once only. If ShopBack detects multiple accounts held by the same user or on the same device during verification, ShopBack reserves the right to disqualify the user from the reward.
13. Spend from orders that are cancelled, returned, exchanged or otherwise amended will not count towards accumulated spend. Orders with a 0% Cashback rate, or with Cashback or a checkout amount of HKD0, are not counted.

Part C: General Terms (Applicable to Parts A and B)

1. All matters relating to the Cathay membership account, including but not limited to rules on the use, transfer and validity of miles and account login issues, are governed by Cathay's terms and conditions. For privacy and authorisation reasons, users must contact Cathay's customer service team directly for such enquiries.
2. The above offers are subject to the terms and conditions of ShopBack and the Cathay membership programme.
3. ShopBack reserves the right to cancel, terminate, modify, interpret or suspend this promotion and these Terms & Conditions at any time without prior notice.
4. In case of any dispute, ShopBack and Asia Miles Limited reserve the right of final decision.
5. These Terms & Conditions are available in Chinese and English. In case of any discrepancy between the two versions, the English version shall prevail.

甲部：現金回贈兌換「亞洲萬里通」里數 HKD1 = 8 里優惠（適用於所有用戶）

1. 推廣期由 2026 年 11 月 9 日 00:00 至 2027 年 1 月 4 日 23:59 (「推廣期」)。
2. 推廣期內，ShopBack 香港用戶可透過 ShopBack 網頁或流動應用程式內之「提取現金回贈」頁面，將其 ShopBack 帳戶內之「可提取金額」轉換為「亞洲萬里通」里數。凡單次轉換申請金額達港幣 $1,000 元或以上，即可享每港幣 $1 元現金回贈兌換 8「亞洲萬里通」里數之優惠兌換率。
3. 名額有限，先到先得，換完即止。如名額已滿，本優惠將提前結束而不作另行通知。
4. 每位用戶於推廣期內僅限享用此優惠兌換率（HKD1 = 8 里）一次，即只適用於用戶首次合資格之單次轉換申請。
5. 優惠兌換率由以下兩部分組成：
    - (a) 標準兌換率：每港幣 $1 元現金回贈兌換 7 里，按一般里數轉換程序處理，預計於 14 個工作天內存入用戶之「國泰會員帳戶」；及
    - (b) 額外里數獎賞：每港幣 $1 元現金回贈額外兌換 1 里 (「額外里數」),預計於活動結束後兩個月內存入用戶之「國泰會員帳戶」。
6. 因系統顯示限制，推廣期內於 ShopBack 內進行里數轉換時，將統一顯示為標準兌換率（HKD1 = 7 里）。額外里數將於推廣期結束後兩個月內，即 2027 年 3 月 4 日或之前，存入用戶於該轉換申請中所提供之「國泰會員帳戶」。
7. 單次轉換申請金額少於港幣 $1,000 元者，將按標準兌換率每港幣 $1 元兌換 7 里計算，不獲額外里數。多次轉換申請之金額不可合併計算以達到門檻。
8. 額外里數按合資格轉換申請之金額計算，不足 1 里之部分將不獲計算。
9. 轉換申請須於推廣期內成功提交。如轉換因用戶資料有誤或其他原因失敗，該申請金額將退回至用戶之「可提取金額」，該申請不獲額外里數，亦不計作已享用優惠兌換率。用戶須於推廣期內以正確資料重新提交，方符合資格。
10. 所有轉換申請另須受 ShopBack 現金回贈轉換「亞洲萬里通」里數之一般條款及細則約束，包括須提供與「國泰會員帳戶」完全一致之個人資料，以及轉換申請一經提交即為最終且不可撤銷。

乙部：ShopBack 新用戶專享優惠

1. 推廣期由 2026 年 11 月 9 日 00:00 至 2027 年 1 月 4 日 23:59 (「推廣期」)。
2. 本優惠只適用於 ShopBack 新用戶，並須於推廣期內使用推薦碼【AMYE2026】登記成為 ShopBack 用戶並於「賺取更多」參加指定挑戰。新用戶定義為從未透過 ShopBack 完成消費之用戶。

3. 獎賞分為兩個挑戰：
    - 挑戰一（適用於所有商戶消費）：於推廣期內透過 ShopBack 於任何合作商戶累積合資格消費滿港幣 $100 元，可獲額外 800「亞洲萬里通」里數。
    - 挑戰二（適用於旅遊商戶消費）：於推廣期內透過 ShopBack 於任何旅遊商戶累積合資格消費滿港幣 $500 元，可獲額外 400「亞洲萬里通」里數。
4. 挑戰一及挑戰二獎賞可疊加。旅遊商戶之合資格消費須同時參加並可計入挑戰一及挑戰二之累積消費。累積旅遊消費滿港幣 $500 元，即同時符合挑戰一及挑戰二之要求，可獲合共 1,200「亞洲萬里通」里數。
5. 每位新用戶每級獎賞只限獲取一次，於本優惠最多可獲 1,200「亞洲萬里通」里數。
6. 旅遊商戶指 ShopBack 平台上「旅遊」類別內之所有合作商戶。
7. 用戶須於 2027 年 1 月 4 日 23:59 或之前於 ShopBack 提取頁面連結「國泰會員帳戶」，方符合獲取獎賞資格。請按此連結「國泰會員帳戶」。
8. 請確保 ShopBack 手機應用程式已更新至最新版本，以確保可到訪連結頁面。
9. 是否符合資格將依照現金回贈成功追蹤之時間為準（非訂購時間），只有於推廣期內成功追蹤現金回贈之訂單方計入累積消費。當訂單所賺取之現金回贈成功被追蹤，挑戰進度條將同步更新。
10. 一經核實獎賞資格，「亞洲萬里通」里數將於推廣期結束後兩個月內，即 2027 年 3 月 4 日或之前，存入用戶之「國泰會員帳戶」。
11. 此優惠僅適用於 ShopBack 合作網上購物平台之訂單。
12. 每位用戶僅可使用一個帳戶，每個帳戶每級獎賞只限一次。若 ShopBack 於核實會員身份時發現同一用戶或同一裝置持有多個帳戶，ShopBack 保留取消該用戶獎賞資格之權利。
13. 訂單若有取消、退換貨或其他異動，該訂單之消費金額將不計入累積消費。屬於 0% 現金回贈級別之訂單，或現金回贈及結帳金額為 0 元之訂單，均不計入累積消費。

丙部：一般條款（適用於甲部及乙部）

1. 凡涉及「國泰會員帳戶」之營運管理，包括但不限於里數使用規則、里數轉讓、里數有效期查閱或帳戶登入疑難，均受國泰相關條款約束。基於個人私隱及授權權限，用戶須直接聯絡國泰客戶服務團隊查詢處理。
2. 以上優惠須受 ShopBack 及國泰會員計劃之條款及細則約束。
3. ShopBack 保留隨時取消、終止、修改、解釋或暫停本推廣活動及其條款及細則之權利，而毋須事先通知。
4. 如有任何爭議，ShopBack 及亞洲萬里通有限公司將保留最終決定權。
5. 本條款及細則設有中文及英文版本，如兩者有任何差異，概以英文版本為準。